

1 **CONTENT PROVISION, DISTRIBUTION, REGISTRATION, MANAGEMENT,**
2 **and REPRODUCTION**

3 ABSTRACT

4 The present invention provides methods, systems and
5 apparatus for aggressive business content use and control
6 purposes, using media properties that powerfully convey
7 content. An example embodiment includes an advertisement
8 and/or other content distribution system comprising: a
9 content provider system, for providing for a user terminal
10 content to which an identifier has been added; the user
11 terminal, for receiving the content, via a network, from
12 the content provider system, and for identifying and
13 outputting, to the network, the identifier added to the
14 content; an advertiser system, for the distribution to the
15 user terminal, based on the identifier output by the user
16 terminal, of a predetermined advertisement via the
17 network; and an agent server system, for managing the
18 identifier added to the content, and for employing the
19 identifier, output by the user terminal, to transmit an
20 advertisement distribution trigger to the advertiser
21 system for the distribution of the predetermined
22 advertisement.